



PRINT MAGAZINE MEDIA

IMPRESSIONS AT SCALE
 DEEP BRAND LOYALTY & ENGAGEMENT
 INSPIRES ACTIONS TAKEN

Guaranteed.



MAGAZINE READERS ARE POWERFUL, MUST-REACH CONSUMERS

Magazine readers spend **\$1.1 TRILLION** per year at food grocery / warehouse club stores – that accounts for **91% of annual spending** at these stores

	Magazine readers who use product	Percentage of total usage driven by magazine readers
Dairy/yogurt	222 million	92%
Bars/snacks	184 million	91%
Cereal	182 million	91%
Baked treats	171 million	91%
Pet food/treats	128 million	91%
Plant-based protein/ Alternative non-dairy milks	75 million	93%

MRI Doublebase 2020, Adults; Pet food/treats: canned/wet cat food, canned/wet dog food, cat treats, dog biscuits/treats, packaged dry cat food, packaged dry dog food; Baked treats: Ready to eat cookies, ready to eat doughnuts, ready to eat muffins, ready to eat sweet rolls and pastries, rice cakes, snack cakes; Bars/snacks: Snack mixes, nuts, nutrition/energy bars, breakfast/cereal/granola bars; Dairy/yogurt: Yogurt, Spread cheese/cheese sauce, sour cream, eggs, cream cheese, cottage cheese, butter; Plant-based protein/alternative milks: canned beans with sauce, vegetarian frozen burgers, soy milk and other plant/nut milks

CONTEXT IS KEY TO CONNECTING WITH YOUR TARGET AUDIENCE

Print magazines deliver a unique and powerful combination, aligning content and context to advertising messaging, resulting in high-impact moments for consumers

- ✓ The ability to effectively and efficiently reach a target audience
- ✓ Native engagement through direct alignment with relevant content that draws the consumer into the purchase funnel
- ✓ Proven lift in advertising performance in magazines that overindex (125+) against a target audience and are adjacent to contextually relevant content
 - +14%** lift in ad recall
 - +7%** lift in purchase consideration
 - +11%** lift in product purchase
- ✓ Measurable results for your campaign



MAGAZINES SATISFY CONSUMER PASSIONS & OUTRANK OTHER MEDIA FOR PURCHASE INSPIRATION

Consumers look forward to reading magazines to catch up on trends, discover new products, learn new things and be inspired in their daily lives.

The content print magazines deliver satisfies multiple consumer passions and interests. Millions of readers invite magazines (and you, the advertiser) into their homes, offering a **space they want to be in** and a **unique, highly engaging, contextually relevant environment**.

Magazines
outperform websites
and TV, on average, by
+30%
for inspiring consumers
to buy products/
services



Sources: Meredith + C. Space "A Celebration of Magazines",
2020, MPA Factbook, 2020 (average based on index)

TRUSTED MEDIA BRANDS ARE EXPERIENCING HISTORIC DEMAND

Trust Builds Loyalty

- In the past year, there has been an increased focus on home, family, pets and food, driving historic demand for content from trusted media brands, who have always been the experts in connecting with consumers on their passion points. Print magazine brands, some of which have been published for 100+ years, have a long and engaging history with consumers, outlasting all TV shows (the longest-running TV show in America lasted for 20 years).

Print subscriptions are up an average of **31%** year over year.

Traffic to home and lifestyle magazine websites (whose foundation is print media) are up **30%** month over month.

- Millions of readers invite magazines into their homes, offering a place in a space they want to be. Print magazine subscriptions sustain a loyal relationship with consumers, month after month, year after year.



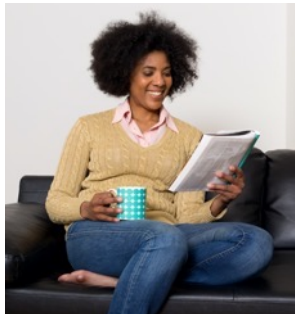
DEVOTION TO PRINT MAGAZINES SPANS ACROSS GENERATIONS

With an audience of 2.0 billion, magazine media delivers authority and trusted content that reaches consumers across generations

MAGAZINE READERSHIP



**62 million
Boomers**
(born 1946-1964)



**43 million
Gen Xers**
(born 1965-1976)



**81 million
Millennials**
(born 1977-1996)

Magazines draw in millions of Millennials, providing continued long-term readership



95% of Millennials read magazines vs. 81% who use Facebook



63% of Millennials say that even in the digital age, they love the touch and feel of a printed magazine



MAGAZINES ARE THE MOST TRUSTED INFLUENCERS AND DRAW LOYAL READERSHIP

91%

of U.S. adults read a magazine in the last 6 months

41%

of women say magazines are **MORE** important to them now vs. pre-COVID19

U.S. adults read an average of

8

magazine issues per month

#1

Consumers rank magazines as the media they most trust to tell the truth (+19% vs. websites and +38% vs. TV)

BRAND LOYALTY IS THE NEW METRIC FOR CONNECTING WITH CONSUMERS



58% of consumers say they have purchased new brands since the pandemic began and will continue to do so once the pandemic is behind them.

After a decade of focusing on market penetration, Kantar Research Group reports advertisers are making **BRAND LOYALTY** a top priority through advertising campaigns. To sustain these new consumers, brands must do two things:

- 1. Target the right messaging to the right consumers.**
- 2. Frequently continue that messaging through advertising.**

Print magazines are the proven solution, outranking other media for delivering:

- Impressions at scale
- Higher engagement with frequency than any other media
- Higher reach & frequency delivery to a targeted audience
- Actions taken



**NEW
METRIC**

CULTURE MATTERS

Brands can **own their cultural voice** with the right media partner that supports cultural relevance

Print media offers a unique combination that is **100% consumer-centric** and **tells a cumulative story:**

CULTURALLY RELEVANT

Delivers current content that taps into American culture in real time

TRUSTED AUTHORITY

Content is thoroughly fact-checked, underscoring deep credibility and building extraordinary consumer trust

POWERFUL INFLUENCE

Has a long history of starting trends and creating new passion points for consumers, building a loyal relationship with readers issue after issue and year over year

RESULTING IN PROVEN, CONSUMER-FACING ENGAGEMENT

Through direct alignments with **culturally relevant, trusted content**, **brands can influence what consumers buy**

CONSUMERS SAY ADS IN MAGAZINES ARE IN A MORE SYNERGISTIC ENVIRONMENT THAN OTHER MEDIA

Plus, frequency in print media builds consumer loyalty and drives higher levels of favorability and purchase intent for brands



53%

of adults 18-49 say ads in magazines **fit well with the content**, more so than other media



34%

DIGITAL



33%

This results in an average of **65%** of readers taking action after seeing an ad in a printed magazine.

Consumers spend
an average of
35
minutes reading
each issue

WHAT NEUROSCIENCE SAYS ABOUT PRINT MAGAZINE ADS: PAPER READERS REMEMBER MORE



Source: Millward Brown Digital and What Can Neuroscience Tell Us About Why Print Magazine Advertising Works, A White Paper from MPA, Nomos Research September 2015; MRI-Simmons Spring 2020



82%
of consumers believe
that print ads are the
most trusted sources
when it comes to
decision making

THE PRINT ADVANTAGE

- Print provides **MASS REACH TO EFFICIENTLY TARGET YOUR CONSUMER**
 - Print drives higher reach & frequency delivery than campaigns using TV and/or digital alone
 - Magazines offer extended reach, with readership continuing to grow for 10 weeks after the on-sale date
- Magazine readership is **ALWAYS IDEAL FOR YOUR CAMPAIGN TIMING** because it is consistent month to month
- **MAGAZINES OUTPERFORM** websites and TV, on average, for having users who:
 - Pay attention to its ads (+59% more likely)
 - Get valuable information from its ads (+46%)
 - Are more likely to buy products in its ads (+40%)
 - Are willing to pay more for products that improve their lives (+16%)
- When print is added to a campaign on digital + TV, **BRAND RECALL INCREASES BY 2.5X**

Sources: MPA Factbook 2020; MRI-Simmons, Issue Specific Study, January-December 2019; MRI-Simmons Multi-Media Engagement Study, Spring 2018; YouGov Profiles, March 2020; Millward Brown Digital, Aided Awareness; Number Respondents Print + Online=30,588; Online + TV=91,019; Print + TV=24,563; Print + Online + TV=10,967; Nielsen HomeScan; Source: 2019 WSJ | BG Intelligence Day in the Life Proprietary Study; WSJ & Barron's Print; Dec. 2016 MarketingSherpa Customer Satisfaction. Research base: ages 18 and above, n=2,400; WSJ 2020, Advertising Effectiveness Case Studies: Print + Digital Works

DIGITAL & TV BRANDS RECOGNIZE THE POWER OF PRINT

The top 25 magazines reach 2.4X more adults than the top 25 primetime TV shows—that's **+141%** total reach

TV & DIGITAL BRANDS TO PRINT



If PEOPLE magazine (41 million readers) were a TV show, it would be the #1 show on television.



BHG (33 million readers) has a 97% bigger reach per month than the average users of Amazon Prime Video.

Sources: Nielsen Media Research, 2017-2018 season to date through May 14, 2018, in ratings points. Nielsen prelim Live+7 Day, Prime, Originals only, Programs with majority of telecasts airing in season. Excludes: Repeats, Specials, Post-Season Sports, Pre/Post Sports Commentary, Mini-Series (<5 telecasts in season) and News.; GfK MRI, adults 18-49, Spring 2018; Nielsen Npower, September 2018-2019 (regularly scheduled primetime programs). Nielsen defines primetime as Monday to Saturday 8pm-11pm and Sunday 7pm-11pm; TV ratings based on live +3 days data; MRI-Simmons 2019 Doublebase (Magazines); GfK MRI Doublebase 2019, adults; Statista 2020

PRINT MEDIA DRIVES ACTION TAKEN

Print magazines allow brands to effectively and efficiently reach target audiences, all in a contextually relevant environment. Results are measurable and have been proven to drive significantly higher awareness, purchase intent and product purchase as a result of seeing an ad.

Measured actions taken include:

- Have a more favorable opinion about the advertiser
- Consider purchasing the advertised product or service
- Gather more information about the advertised product
- Recommend the product or service
- Visit the advertiser's website
- Purchase the product or service
- Clip or save the ad
- Visit a social media site/app
- Watch a video on a website, social media site or app



MAGAZINE READERS ARE INSPIRED AFTER READING AN ISSUE

“Inspired to get more in shape and implement new things.”
- Millennial

“I looked up several products mentioned in the magazine/ads.”
- GenX

“I will be trying a few of the new recipes that I saw in the magazine.”
- Boomer

PRINT MEDIA CONTINUES TO RANK #1 VS. DIGITAL & TV

- In 2020, food, home, beauty, services and retail industries chose print as the top media to place their advertising spend.
- Magazines are proven to deliver the highest return on advertising spend.
- Print advertising builds loyalty among consumers, resulting in the greatest percentage of **brand favorability** and **purchase intent**. After 5 exposures, the engagement increases at a faster rate, delivering more than other media.

Brand Favorability	1-2 Exposures	5+ Exposures
Online	3%	5%
TV	6%	8%
Print	10%	17%

Purchase Intent	1-2 Exposures	5+ Exposures
Online	3%	5%
TV	7%	9%
Print	10%	18%

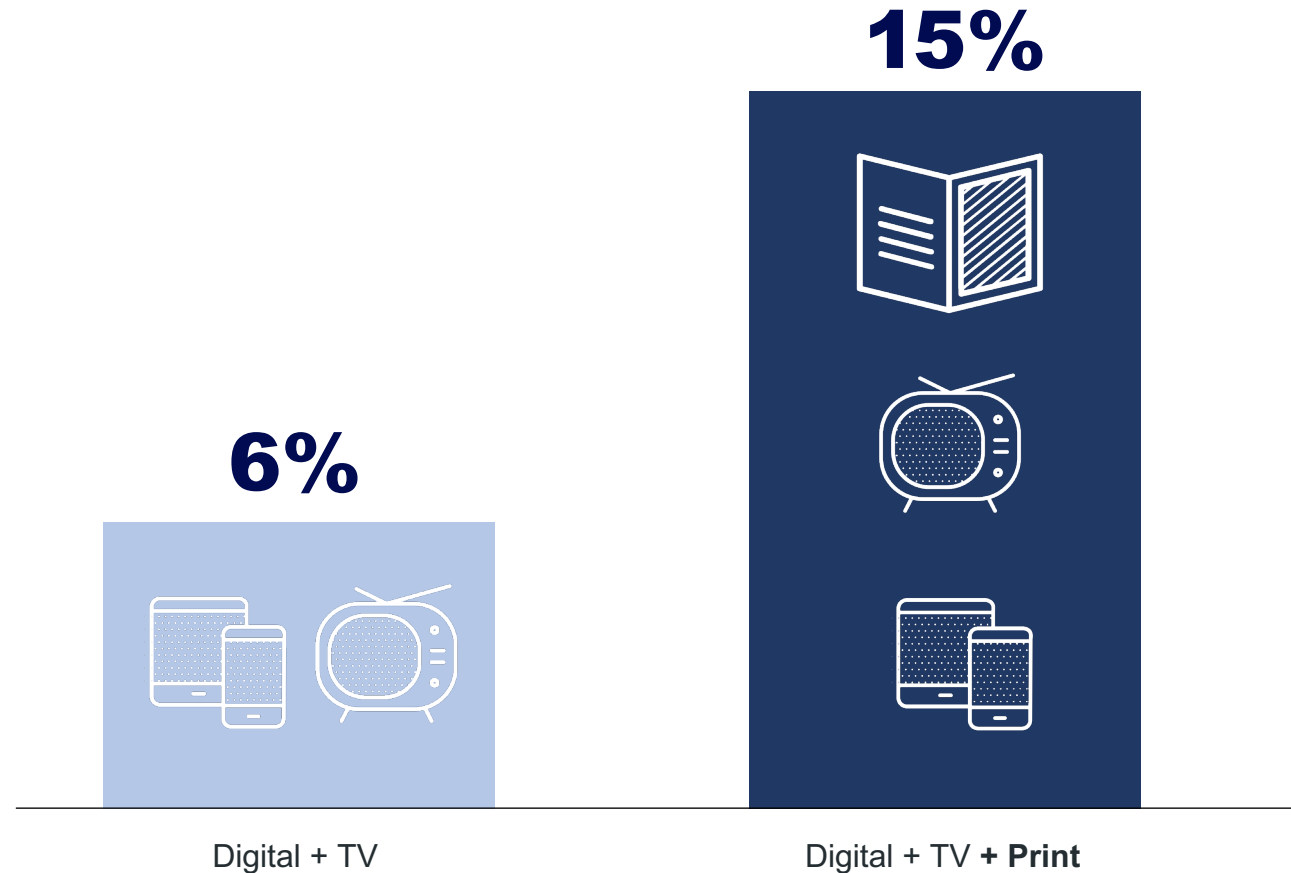


ADDING PRINT BOOSTS CROSS-PLATFORM CAMPAIGN IMPACT

A digital + TV campaign's awareness increases
by 2.5X if print is added

2.4X

Lift on positive brand
impression when
print media is added
to a campaign





THE BIGGEST MEDIA COMPANY IN THE U.S. GUARANTEES THE POWER OF PRINT

- Proven positive ROI across multiple categories and platforms—including 100+ in print
- End-to-end measurement capabilities
- **\$1B+** proven in sales impact



BRAND AWARENESS

BRAND FAVORABILITY

PURCHASE INTENT

FOOT TRAFFIC

SALES

PRINT MAGAZINES: THE PROVEN MEDIA THAT DELIVERS RESULTS

- Building **brand loyalty** has replaced market penetration as the top priority for driving brand awareness and product purchase.
- Content demand from trusted magazine brands is at an all-time high
- Print magazines deliver mass reach and are an efficient way to target your consumer, **getting the right messaging to the right audience** in a contextually relevant environment.
- **Frequency** builds brand loyalty and drives more engagement and purchase intent in print media.
- Results in print media are measurable and have been proven to drive significantly **higher awareness, purchase intent and product purchase** as a result of seeing an ad.

